



Victoria Readership Profile

Base = Victoria	Reach (*000)	Reach (%)	Profile (%)	Population Profile (%)
Total	797	18	100	100
Sex				
Male	388	18	49	49
Female	408	18	51	51
Age				
14-17	12	4	2	7
18-24	54	10	7	12
25-34	126	16	16	17
35-49	224	19	28	26
50+	381	22	49	38
Socio economic				
AB	282	33	35	19
C	217	24	27	21
Occupation				
Prof/manager	240	27	30	20
White collar	206	24	26	19
Personal income				
\$50,000+	315	26	40	27
\$60,000+	253	28	32	20
\$70,000+	199	31	25	14
\$80,000+	152	31	19	11
\$90,000+	113	32	14	8
\$100,000+	92	34	12	6
Household income				
\$100,000+	200	24	25	19
Average household income: VIC Good Weekend Reader: \$99,980 VIC Population: \$79,200				
Values Segment				
Visible achievement	173	22	22	18
Socially aware	288	39	36	16
Young optimism	80	18	10	10
Business/Lifestyles Indicators				
Business decision makers	140	25	18	12
Big spenders	416	27	52	34
Main grocery buyers	509	18	64	62
Own/paying off home	593	19	75	69
Have any investment	698	21	88	73
Have a credit card	590	25	74	53
Have pc in home	749	19	94	89
Travelled o/s last 12 mths for business	46	33	6	3
Travelled o/s last 12 mths for holiday	227	51	2	1
Travelled interstate by air last 12 mths	427	24	54	39
Last interstate trip by air for business	114	26	14	10
Last interstate trip by air for holiday	317	22	2	2

